Printing in the web-enabled home and small office

Samsung Mono Laser Printers ML-1915/ML-2525/ML-2525W

A new series of products from Samsung that incorporates
Ease of Use, Functionality, Cost Control and Design in one device.

SAMSUNG

Why Samsung and Our Partners?

Here at Samsung Print, our aim is to give our customers performance, without complexity. Working with the right print supplier is one thing. Working with the right print partner is quite another. At Samsung Print, we're rapidly gaining market share for being just that – the right partner, with a breadth of leading-edge print products and solutions that are rightly gaining the recognition they deserve.

Our heavy investment in R&D is an ongoing commitment. The work we do here puts us at the forefront of the office print industry. We manufacture much of the technology that goes into many of the market-leading printers, including of course, our own – from memory chips and hard drives to LCD screens and communications technology. In recent years, the Samsung Print business has seen rapid growth. We're number two in the global and European laser printer shipments markets, the fastest growing company in the sector.

It's not all about growth though. It's our total printing approach that really matters – solutions, supplies and services wrapped around a hardware portfolio spanning individual user printers to small workgroups and departmental printers – meeting the demands of all office users. From some of the world's smallest colour printers, to one of the fastest A4 digital MFPs with the sleekest designs to hit the world of printing, Samsung Print is always looking for new, innovative ways to invigorate our customers and reinforce our partnership credentials.

Beyond our print devices, Samsung printing solutions provide document, device and security management for streamlined workflow and efficient printer performance. Samsung's goal is to increase efficiency and flexibility for corporate environments by providing intelligent solutions to everyday business challenges. By proactively managing the use of printers, Samsung Print helps our customers to meet cost, complexity and compliance requirements every day.

Samsung Partners – Making a Difference

To ensure the successful planning, selection, deployment and support of Samsung's world-class products and solutions, we recommend you work with one of our certified reseller Partners. Samsung's qualified and trusted reseller Partners are authorised to consult and sell our products and solutions, and can offer additional expertise and value. The knowledge and experience of Samsung Partners provides the reassurance that you'll receive the ideal solution at the right price, and the confidence that your print investment is in safe hands.

Introducing the Samsung Mono Laser Printers ML-1915/ML-2525/ML-2525W

Designed to offer total print versatility, the ML-1915/ML-2525/ML-2525W range includes advanced features that make document handling easy for individual users and small workgroups.

ML-1915

Enhanced Connectivity – See it, Print it

Our customers' printing behaviour is changing. The trend towards printing web-based content is growing and now represents the second major source of printed documents*, whether that's web-based business applications or web pages printed at home. The Print Screen feature is a quick and easy way for you to print the contents of your screen without the usual page format challenges of printing web content. It provides fast, one-touch printing – saving valuable time and reducing waste.

This is complemented by AnyWeb Print, which addresses the need for you to print specific areas of web content quickly and easily. It allows you to select and capture exactly the content you want from a web page to then share or print.

The web-enabled print offering is completed with wireless connectivity, packaged in a user-friendly design and combined with eco-friendly technology to deliver simple home or office connectivity.**

Easy Installation and Management

Our customers demand performance and productivity, without compromising ease of use. This intelligently designed range of devices offers reliable and fast print performance that's easily accessible through a range of smart features for maximum user convenience, particularly when printing web-based content. A future-proof package that incorporates Samsung Smart Technologies for next generation networking and embedded Wi-Fi to deliver simple, seamless network connectivity.

Print Screen

*Internal consumer research report (Primary Research) conducted by Samsung MI & Research International in 2008 in UK/Germany/Italy, 440 people from each country.
** ML-2525W only.

Key Features

To help you review the benefits of the ML-1915/2525/2525W more clearly, we've structured the key features into three clear advantages.

Productivity and Performance

Fast Print Performance
With speeds ranging from 18 to 24ppm in A4 and a First Page Out Time (FPOT) of less than ten seconds in Ready mode, the ML-1915/2525/2525W provide superior laser performance so you don't have to wait for important documents.

High Performance Hardware
The ML-1915 and ML-2525 are ideal for single-users. The ML-2525W is a wireless network-ready device, ready to deliver multiple-user functionality, straight from the box. High speed, high volume and high reliability with processing power.

Reliable Office Quality Printing
With a resolution of up to 1,200 x 1,200 dpi and with the added advantage of Samsung laser printing technology, all three devices consistently deliver office quality documents with crisp, sharp text and images.

Minimal Intervention
All three devices use enclosed 250-sheet paper input cassettes that reduce user intervention and the need to frequently replenish paper.

Selecting Toner Save Mode allows you to use less toner on each page. This extends toner cartridge life by up to 30%, reduces your cost-per-page, and lowers user intervention.

Design and Ease of Use

Easy Installation
All three printers benefit from USB connectivity, helping to make the set-up and install process quick and easy. Ideal for individual users and small workgroups alike, these Samsung printers deliver instant productivity in any office environment.

Compact, Sleek Design
The ML-1915,ML-2525/2525W are compactly designed, offering a stylish look that's compatible with all small offices/home offices. These robust and durable models are reliable even in the most demanding situations. Low noise levels are an added advantage. Reduced interference and vibration minimise any unnecessary distraction.

Samsung Smart Technologies

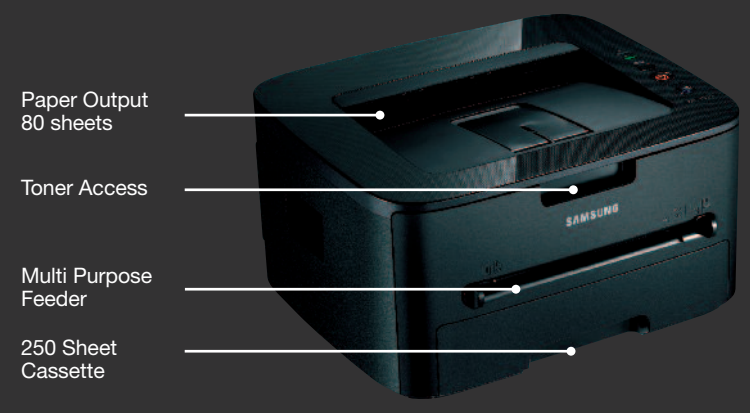
Control and Monitoring
SyncThru™ Web Service is an embedded web server that allows the control of Samsung printers and MFPs across the network, using a standard web browser without any additional software. This allows quick and simple remote configuration and monitoring of the ML-2525W network printer.

Features Summary

Features Summary

- Cost-effective, reliable mono laser printing
- 18-24 Pages Per Minute
- First Page Out Time less than 10 seconds
- Easy plug and play installation
- Improved print quality with up to 1,200 x 600 dpi using Samsung original toner supplies
- 250-sheet input capacity, 80-sheet output capacity
- High-yield toner options (2,500 pages)
- Compact, sleek and robust design
- Low noise levels at less than 51dBA.

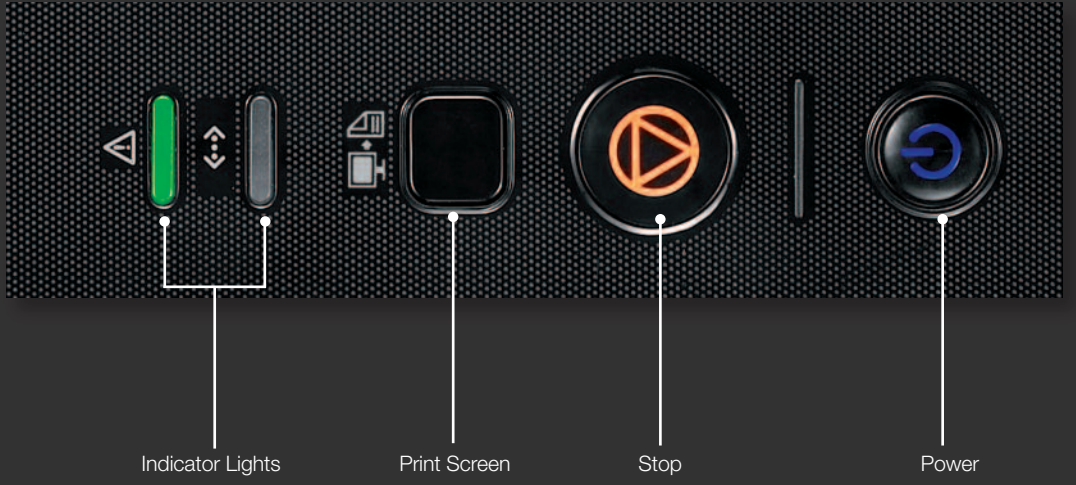
ML-1915



ML-2525/ML-2525W

Panel Functions

ML-1915/ML-2525



Product Specification

ML-1915

ML-2525

ML-2525W

Print	ML-1915	ML-2525/ML-2525W
Speed (Mono) A4	Up to 18ppm	Up to 24ppm
First Page Out Time (Mono)	Less than 10 seconds (from Ready Mode)	Less than 9 seconds (from Ready Mode)
Resolution	Up to 1,200 x 600 dpi effective output	Up to 1,200 x 600 dpi effective output (ML-2525) Up to 1,200 x 1,200 dpi effective output (ML-2525W)
Emulation	SPL (Samsung Printer Language)	
Paper Handling		
Input Capacity and Types	250-sheet Cassette @ 80gsm, 1-sheet Multi Purpose Tray	
Output Capacity and Type	80 sheets @ 80gsm	
Media Size	A4, A5, A6, ISO B5, JIS B5, Legal, Custom	
Media Type	Plain, Thin, Bond, Punched, Pre-printed, Recycled, Envelope, Transparency, Label, Cardstock, Postcard, Letterhead, Thick, Coloured, Archive	
General		
Processor	150MHz	360MHz
Memory	8MB	8MB (ML-2525); 64MB (ML-2525W)
OS compatibility	Windows 2000/XP/Vista/2003 Server/2008 Server; Mac OS X 10.3~10.6; Various Linux OS	
Interface	Compatible with USB 2.0	High speed USB 2.0
Noise level	Less than 50dBA (printing); Less than 26dBA (standby)	Less than 51dBA (printing); Less than 26dBA (standby)
Dimensions (W x D x H)	360 x 389 x 197mm	
Package Dimensions (W x D x H)	422 x 460 x 260mm	
Weight (with toner)	7.25Kg	7.30Kg
Smart Solutions	Anyweb, Print Screen, Smart Panel	Anyweb, Print Screen, Smart Panel (ML-2525) Anyweb, Print Screen, Smart Panel, Wi-Fi, Synch Thru Web Service (ML-2525W)
Front Panel	3 Key (power button, stop/cancel/demo, print screen button)	3 Key (power button, stop/cancel/demo, print screen button) (ML-2525) 3 Key (power button, stop/cancel/demo) (ML-2525W)
Box Content	Driver Install CD-ROM, Power Cable, Quick Install Guide, Warranty Registration Card and HTML Manual	

Supplies		
Model Code	MLT-D1052S/ELS	MLT-D1052L/ELS
Description	Low Yield 3 Piece Black Toner Cartridge	High Yield 3 Piece Black Toner Cartridge
Yield	1,500 pages*	2,500 pages*
Compatible Hardware Models	ML-1910, ML-1915, ML-2525, ML-2525W, ML-2580N, SCX-4600, SCX-4623F, SCX-4623FN, SF-650, SF-650P	
Item Box Dimensions (W x D x H)	350 x 194 x 88mm	350 x 194 x 88mm
Item Box Weight (Gross)	1.15Kg	1.18Kg
Items in Master Box	4	
Master Box Dimensions (W x D x H)	400 x 366 x 204mm	
Master Box Weight (Gross)	4.63Kg	4.76Kg

*Declared cartridge yield in accordance with ISO/IEC 19752. Ships with 700 pages starter toner cartridge.

MLT-D1052S/ELS

MLT-D1052L/ELS

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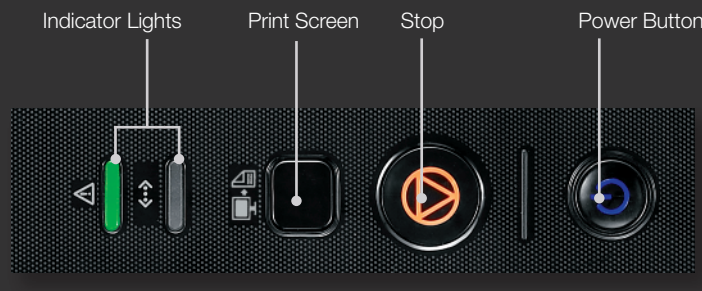
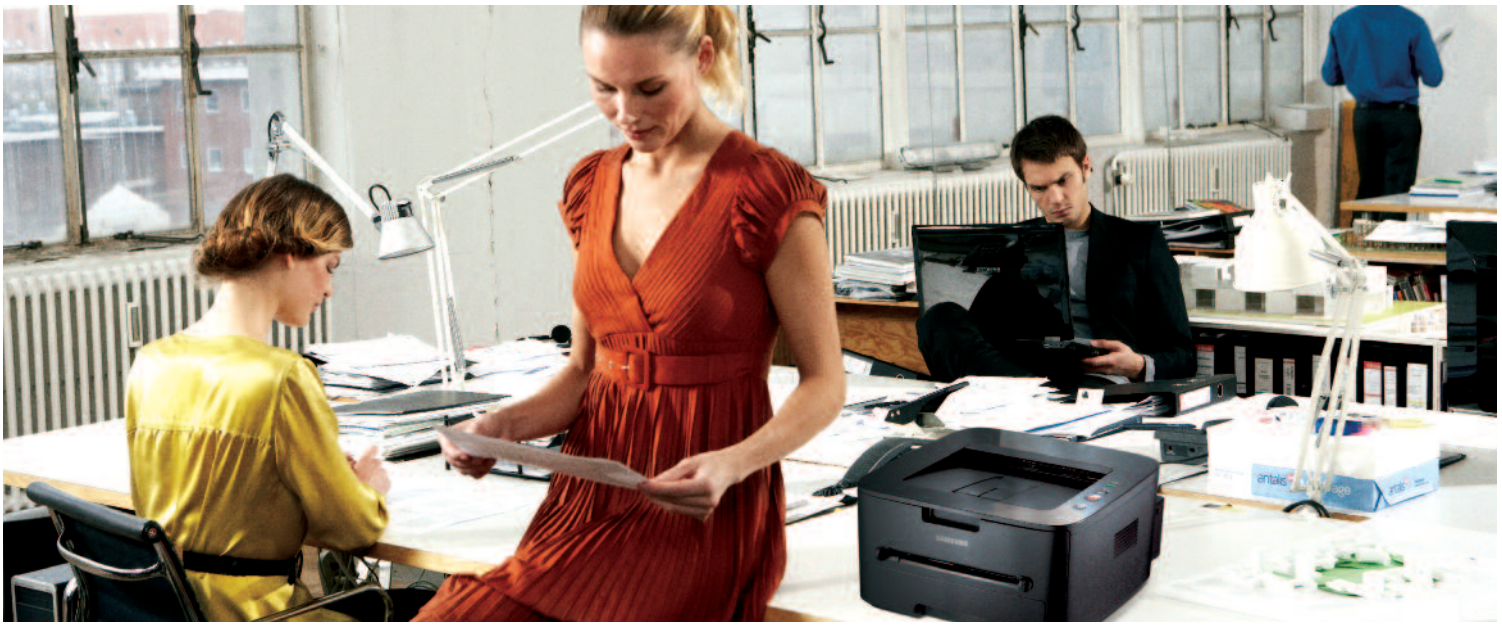
Panel Functions



ML-1915/ML-2525

USB Linux Mac MONO ETHERNET Wi Fi CERTIFIED Windows



Samsung Original Supplies

Why Samsung Original Supplies?

Samsung printers are optimised to work most efficiently with Samsung original supplies, for quality results time after time. Users will benefit from:

- High quality prints
- Longer lasting cartridges that save money
- Recycling used cartridges.

Need More Reasons? You'll Get:

- **Value for money –** by using original Samsung cartridges, they will not only get great prints, but will also maximise the number of pages they can print.
- **Superior engineering –** many Samsung cartridges include exclusive design features that optimise performance.
- **Professional-looking prints –** Samsung original supplies produce brilliant and evenly printed colour on high-quality printouts 97% of the time. But, only 80-88% of prints made with remanufactured cartridges are good quality.
- **Convenient automatic toner ordering system –** Samsung printers have an innovative automatic toner ordering system that makes it easy to order supplies, providing instant alerts by e-mail or via a link to users' homepages.
- **Quiet operation –** genuine Samsung original supplies are designed to optimise Samsung's advanced NO-NOIS™ technology resulting in some of the world's quietest laser printers.
- **Protect yourself against counterfeit toner cartridges –** get outstanding prints with genuine Samsung original supplies.

Make the Smart Choice

Samsung's ongoing analysis shows that buyers of re-manufactured cartridges end up paying significantly higher costs per page as well as higher overall operating costs (as much as 35% higher) compared with those using Samsung genuine toner supplies. Samsung original supplies guarantee high quality for every print and won't cause printer damage.

Samsung Takeback and Recycling (S.T.A.R.) Programme

According to a recent study by Infotrends, nearly half of all used OEM toner cartridges in the U.S. and Western Europe are thrown out instead of being recycled. With Samsung's free Takeback and Recycling (S.T.A.R.) programme, Samsung makes it easy to recycle.

1. Package your used toner cartridge in to the box that came with your new toner, and seal it with clear tape. Please ensure only one toner cartridge is in each box.
2. Log on to **www.samsung.com/star** and click on 'Print Label'.
3. Fill in the online form with your details and submit it. After a short delay we will email you a complimentary return label in PDF format. (Note that this label can only be used once, so please follow this process for each toner cartridge return.)
4. Drop the package off at your nearest Post Office, or include it in your normal outbound mail procedure.

Samsung will recycle all old cartridges properly, making sure they don't end up incinerated or in a landfill. Samsung even recycles the box.

Samsung original supplies don't just optimise printer's performance, they also help the environment.

For more information please visit **www.samsung.com/star**

Keep It **Real**

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